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Houston Chronicle

Saturday, July 23, 1994

Business news**Venture opens store
on Northwest Freeway**

Venture Stores will officially open its new Northwest Freeway Venture on Monday, July 25, at 12005 U.S. Highway 290 and West 43rd Street.

The store brings more than 200 new jobs to the Houston area, translating into a payroll of approximately \$1.8 million a year.

Based in St. Louis, Venture Stores Inc. is a regional chain of discount stores that sells a wide variety of name-brand merchandise for the family and home.

Venture entered the Texas market last year with a simultaneous 10-store opening, including four stores in the Dallas/Fort Worth area and

six stores in the Houston area.

In addition to the Houston store opening on the Northwest Freeway Monday, there will be two July store openings in Dallas. Venture also plans to open four more Houston-area stores in October and at least 30 more stores in Texas over the next four years.

"Our Texas stores greatly surpassed our initial expectations," said Julian M. Seeherman, chairman and chief executive officer of Venture Stores. "We have been thrilled with Venture's performance from the very first week we opened."

Venture entered the Texas market with its prototype store of 96,000 square feet. The stores feature two-tone gray color schemes with red accents, high-impact features, wide aisles, ample floor space and bright lighting.

The new Houston store, at 105,000 square feet, will be larger than the prototype. The additional 9,000 square feet were added to the sales floor to increase the capacity of hardlines merchandise and to increase aisle space.

To accommodate the longer summer season, Texas stores carry more warm-weather merchandise than other Venture stores, as well as a wider variety of lawn and garden products that are stocked for an extended period of time. Also, the Cafe Venture restaurant features southwestern food items.

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CITATION (MLA STYLE)

Houston Chronicle, Two Star ed., 23 July 1994, p. 197. NewsBank: America's News - Historical and Current, infoweb.newsbank.com/apps/news/document-view?p=AMNEWS&docref=image/v2%3A14DB39C1C40322B4%40EAXN-17100BEDDC6FA6EA%402449557-170DDEDD0F3092C1%40196-170DDEDD0F3092C1%40. Accessed 15 Mar. 2022.

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